



For Additional Information Contact:
Melissa Fleischmann, Customer Relations Manager
Office (315)701-7029 Cell (315)214-9755
Melissa_fleischmann@rmetro.com

Press Release

For Immediate Release

Rural/Metro Urges People to Practice Heat Safety

May 31, 2011 (Syracuse, NY)- **As Central New York prepares to deal with record high temperatures this week**, Rural/Metro Ambulance reminds individuals to beat the heat – now and throughout the rest of the summer. Here are some quick tips for staying cool this week and all summer long:

Get wet!

- Drink plenty of water. Even if you aren't thirsty. If you are on the go, carry a refillable water bottle with you.
- Baths or showers are a great way of cooling down.
- Turn on the sprinkler or head to the beach, the pool or a water park. Playing in water keeps you cool and takes your mind off the heat.
- Avoid alcohol and caffeine, they dehydrate your body.

Dress for the weather.

- Dress in light-weight, light-colored, loose-fitting clothing. Cotton or wicking materials that pull the moisture from your body are best.
- Wear a hat or carry an umbrella to make your feel cooler, block the sun's harmful rays and reduce your chance of sunburn. Sunblock is an important piece of your outfit as well!

Be sensible.

- The sun is the hottest between noon and 4 p.m. This is a good time to stay indoors. Go out to lunch, nap, go to a movie, or go shopping.
- Limit vigorous activity during the hottest part of the day.

Be cool.

- Use a spray bottle to mist your face, a small personal fan, an umbrella hat, or a thermal-cool neck wrap to stay cool.
- If the temperature is above 90 degrees, fans alone often cannot protect you against heat-related illness. Find your way to air conditioning!

Eat right.

- Avoid heavy foods and opt for foods high in water content like fruits, salads, and soups.
- Eat smaller meals, more frequently.

Heat related injuries range from dehydration, to exhaustion, to the most serious form, heat stroke. Watch for the following signs and symptoms, and seek attention right away:

- Dizziness, fainting, confusion
- Nausea and/or vomiting
- Heavy sweating or, in severe cases, no sweating at all
- Headache, clammy or unusually dry skin
- Rapid pulse, heat cramps

Rural/Metro further offers this simple advice: When in doubt, it is best to take a break and rehydrate.



Rural/Metro has been an integral part of the region's healthcare delivery system since 1953, and is the only accredited ambulance service in the region. With a current staff of more than 250, it responds to over 50,000 calls for help each year throughout Central New York. Rural/Metro Medical Services operates throughout a six county local region.

For Additional Information Contact:

Melissa Fleischmann, Customer Relations Manager

Office (315)701-7029 Cell (315)214-9755

Melissa_fleischmann@rmetro.com

-END-